Team Activity

Series 6
The Championship Playbook

Session 11
Measure, Monitor and Make It Right
(Part 1)

Listen Online
dst.media/focus71

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1. Make a copy of this worksheet for each team member to use.

2. Complete the Team Activity.

3. Fax or email one "Master Worksheet" containing your team's collective efforts.

Send Us Your Master Worksheet

Fax
615-807-3301

Email
Champions@DentalSuccessToday.net

Step 1
Check Up and Dig Down

Begin this activity by exploring how you can increase the value of your statistics and leverage them in more consistent, conscious ways.

As a team, review the Four Pillars of Success (your biggest, most key indicators of success), share open discussion, and together, make clear commitments to bring your statistics to life.

The Four Pillars of Success:

1. Diagnosis
2. Case Acceptance
3. Prepayment and Collections
4. Production, Future-Focused Daily Goals and Scheduled Treatment

Someone volunteer to document your discussion and get things started!

How are you currently measuring and monitoring your Four Pillars right now?

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What are you measuring and monitoring daily, weekly and monthly?

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Who is responsible for doing what and is everyone involved in contributing?

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What are you doing with the statistics you're currently tracking? How are you bringing it all to life, allowing your data to speak to you and help you better your best?

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Team Activity

How can you take it further, dig deeper, and go beyond the surface level of the Four Pillars?

Is there opportunity to leverage your data linked to:

- New patient treatment plan values
- Reappointment rates
- Percentage of collections from insurance versus prepayment from patients
- Conversion on specialty treatment

For speciality clinics, can you:

- Track different referral sources
- Track the value of patients from those referral sources
- Track the value of treatment and opportunities created by team members and accepted by patients

As a team, decide how you can add meaningful depth to what you measure and monitor.

Note

You'll be making personal commitments related to all this in the next step.

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Team Activity

Step 2
Position-By-Position Commitments

Continue your team's open discussion by creating personal commitments that integrate with your teammates' commitments to "measure, monitor and make it right."

Individually, consider the following and write your thoughts as you explore these questions:

- What are the key indicators for your success within the practice?
- How are you monitoring those indicators?
- How can you monitor those indicators better?
- Is it quantifiable statistics you need to track, or qualitative controls that need to be put in place?

Everyone take a few minutes to consider these questions and jot down your thoughts.

Note
You'll be sharing your responses with your teammates.

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Team Activity

Go around the room and give everyone the chance to share their responses.

Someone summarize those thoughts; person-by-person, position-by-position.

Team Activity

Together, make cohesive commitments to measuring and monitoring.

As a team, discuss what everyone can contribute to bring your data to life.

Examples:

- Improving your morning and end-of-day huddles
- More consistent treatment plan reviews
- Updating new patient and/or treatment spreadsheets
- Being more proactive with follow-up

Remember

Tracking shouldn't be a chore. Done smartly, it should make everyone's life simpler.

Write your commitments; person-by-person, position-by-position.

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Team Activity

Step 3
Leverage the Four Pillars

Turn your team's attention to a four-part discussion on maximizing your Pillars of Success.

Together, go through all Four Pillars and mastermind how you can level-up, leverage them and immediately increase your results within each.

The Four Pillars of Success:

1. Diagnosis
2. Case Acceptance
3. Prepayment and Collections
4. Production, Future-Focused Daily Goals and Scheduled Treatment

Questions to get the conversation started on Pillar 1:

• How can you improve and extend your diagnostic opportunities with every patient?

• What new technology do you have?

• What education do you have?

• How are you incorporating photographs into your patient experience?

• How can you do a better job of engaging patients with pictures, proof and pain?

• What can we do better before the doctor arrives?

• What can we do better after the doctor arrives?

• Doctors, what can you do to build bigger visions and more complete, comprehensive, long-term plans for optimal health?

Team Activity

As a team, open up the floor for Part 1 of discussion, explore these questions, and determine how you can give patients your very best and help them be their healthiest.

Tip

Prioritize exploring the smallest changes that can have the biggest impact!

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Begin Part 2 of your discussion.

Discuss how you can improve case acceptance.

Questions to get the conversation started on Pillar 2:

- How can you improve your Triangles of Trust?

- Where can you slow down to solidify your clinical yeses?

- How can you put more attention on outcomes?

- How can you put more attention on benefits?

- How can you put more attention on consequences?

- How can you get patients' emotional buy-in?

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Team Activity

Begin Part 3 of your discussion.

Discuss how you can increase prepayments and collections.

Questions to get the conversation started on Pillar 3:

• Is there opportunity in hygiene?

• Can you follow up better?

• Are your fees where you want them to be? Should you be increasing any of them to be commensurate with your level of care and patient experience?

• How can you consistently capture prepayment? Are prepayment amounts where you want them to be based on your level of care and patient experience?

• If you accept insurance, is your cash flow at the mercy of reimbursement? If so, how can you change the flow of money to work for you instead of against you?

Remember
Your biggest breakthroughs come when you go all-in for all the money on all the treatment and the full pathway to health!

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Begin Part 4 of your discussion.

Discuss how you can increase production, future-focused daily goals and scheduled treatment.

Questions to get the conversation started on Pillar 4:

- How can you keep a stronger integrity of the complete diagnosis and avoid breaking down treatment between each step of your experience; between each team member?

- Can you bundle treatment better and schedule bigger chunks in fewer visits?

- Are your daily goals where you want them to be? Do they need to be renewed?

- How can you increase the integrity of your schedule and the flow of treatment?

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Note

Just like you enlighten patients of their own possibilities and potential for personal health, you've now done the same for yourselves within the practice.

Tip

Over the course of the coming month (and beyond), schedule check-ins to measure your data, monitor your commitments, and make your practice more "right" than ever before!